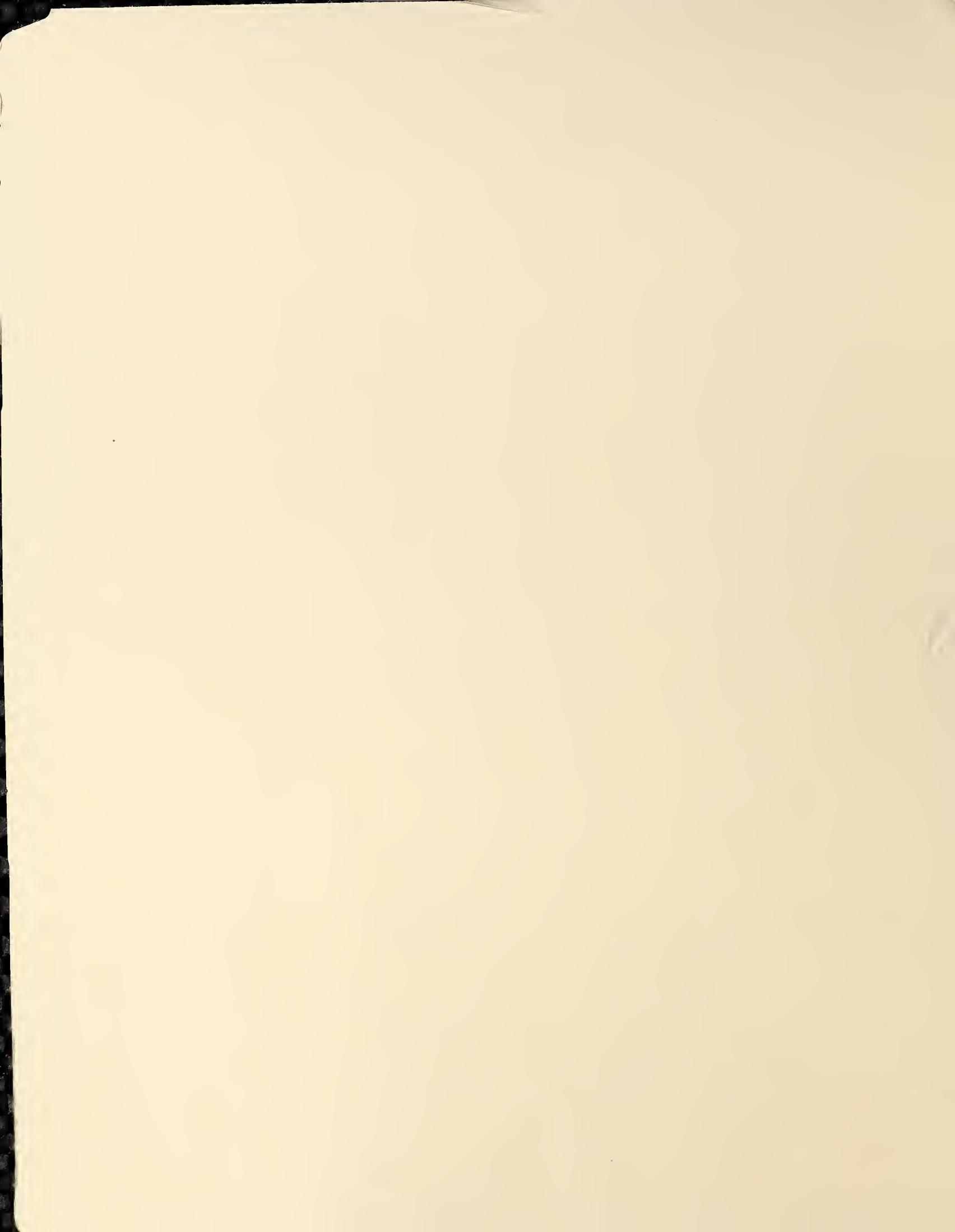


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.





350 blooms Mastodon Pansies from our open seed fields of Greenhouse Special Mixed, improved Specimens to be found in Miracle Mixed

WHOLESALE ONLY

Steele's Pansy Gardens

Since 1893

East 42nd at Powell Streets
Portland, Oregon, U. S. A.

E. J. Steele, Manager
M. I. Steele, Secretary

1925

WATCH YOUR STEP—"KNOW WHAT YOU SOW"

STEELE'S SERVICE SPELLS SATISFACTION

Thirty-two years of cultivation of pansies only, and the largest exclusive growers of pansy seed in the world.
Write for illustrated "Steele's Commercial Pansy Culture"—Free. No obligations.

First Prize at the 1924 National Flower Show, Cleveland, Ohio



Photo of type found in **Miracle Mixed**

Mastodon Miracle Mixed

Mastodon Miracle Mixed is the most popular strain we have ever offered. From everywhere comes the demand for highest quality; this is it.

If you paid us five times the price we could give you nothing better than Miracle Mixed. For prices, see last page.

To Save You Money

As a rule, the best flower seed is to be found in separate colors. **This is not true of Mastodon Pansies.**

1/16 oz. each of our 16 separate colors costs you...	\$11.90
One oz. of our Greenhouse Special, as good, costs..	6.00
One oz. of Miracle Mixed completely outclasses those sixteen varieties.....	10.00

If your trade requires special types, then conservative buying of these colors is necessary.

MASTODON PANSIES

The strain originated by us and named Mastodon, includes white, dark center, dark blue center and light blue center, pure white, black, Burgundy red, lavender, violet, light blue, bronze, royal purple, rose, cerise red, red with silver rim, mahogany, yellow, wine colored, red and gold, lavender and gold, henna red, **new**, some ruffled types, with a dozen or more variations in each color, in size measuring up to three and seven-eighths inches in diameter.

WHY MASTODON PANSIES?

1. When we were plant growers we always selected early blooming seed plants, and were in the market from two to six weeks ahead of all others and got the money. **You know.**
2. The winters are cold enough to destroy weak, leaving only hardy, strong growing sorts. All field grown. No glass. The only commercially grown pansy seed produced under like conditions, and therefore, we believe, the hardest in existence.
3. Thirty-two years of exclusive cultivation of Mastodon Pansies, which include scores of varieties found in no other strains.
4. Selection of "constant" instead of "variable" types, bearing huge blooms, and plants of compact habits and extra early flowering. All seed hand picked.
5. A vigorous roguing of all inferior kinds for the sake of quality, which means a heavy loss in quantity.
6. No rainfall during harvest, and no intense heat to impair vitality of seed.
7. Likewise the Oregon climate permits of slow but constant drying and curing of seed under natural conditions insuring the well known high germinating power of Mastodon Pansies.
8. For you a reliable source of supply of the newest and finest types of pansies. We ship all seed on the day order is received.
9. A Golden Rule service to you that will make it a pleasure to patronize us.

STEELE'S PANSY GARDENS

East 42nd at Powell Street

Portland, Oregon, U. S. A.

Send the following ORDER, by.....

AM'T ENCLOSED

Name

Money Order

Street

Check

Post Office

Draft

R. F. D..... Box.....

Currency

Stamps

State Date , 192.....

		Price
	Plants	
oz.	Mastodon Miracle Mixed	
oz.	" Greenhouse Special Mixed.....	
oz.	" Private Stock Mixed.....	
oz.	Masterpiece Mixed, 1923 Novelty.....	
oz.	Steele's Striata, striped.....	
oz.	" Mlle. Irene, tango red	
oz.	" Improved Vulcano, Burgundy red.....	
oz.	" Improved Orchidea.....	
oz.	" Improved Isabelle, new.....	
oz.	" Panama-Pacific, yellow	
oz.	" Golden Gate, yellow, dark center, Novelty.....	
oz.	Steele's Parisian Yellow, pure.....*	
oz.	Mastodon Bronze	
oz.	" White, dark center	
oz.	Steele's Grand Duke Michel, all white.....	
oz.	" Madame Perrett, rose shades.....	
oz.	Mastodon Black	
oz.	Steele's Madame Steele, Elk's purple.....	
oz.	" Prince Henry, dark blue.....	
oz.	" Beaconsfield	
oz.	" Adonis, light blue	
oz.		

Can't you send us the name of another grower ? TOTAL
Send for our free booklet, "Commercial Pansy Culture"

From _____

STEELE'S PANSY GARDENS

East 42nd at Powell Street

PORLAND, OREGON

U.S.A.

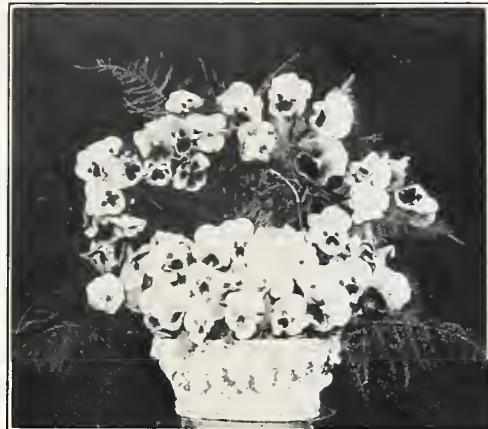


Getting down to brass tacks—as a commercial grower of pansy plants, there are three factors you consider when you select a strain of pansy seed.

1. Will there be a well balanced, wide range of colors that will give entire satisfaction to your customers, as to size, beauty and novelty, **when they come into bloom?** If Mastodon Pansies, **yes!**

2. Will they bloom extra early in the Spring, showing a fine, **large** bloom, on a **small** stocky plant, with proper care and cultivation? This is the way they grow for us.

3. Will the seed germinate to your entire satisfaction? If Mastodon Pansies, **yes!**



MASTODON PANSIES

PREPARING BED FOR GERMINATING SEED

1. Have your ground perfectly clean and free of weeds and trash, pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to a depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Roll or rake down and tamp surface true and smooth.
5. Use the hose freely and soak down the bed several inches.
6. Sow your seed in drills or broadcast—we sow broadcast.
7. Cover as lightly as possible with your best soil or sand. Sand is best.
8. Use spray of water to moisten surface.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use unbleached sheeting, cheapest grade, to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift tops of beds with thin layer of barnyard scrapings. To avoid damping off, water young seedlings very sparingly.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 70 to 80 square feet to sow an ounce of seed.

If possible, alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

Our pansies sold on Portland Public Market this spring up to \$1.50 per dozen. Name and address of grower furnished.

ORCHIDEA

It is a pleasure for me to urge a trial of orchidea, not so large, but a beautiful strain, containing every known color in pansies, but mostly orchid, pastel and Egyptian shades now so popular with the ladies, and quite different from any other pansies.

LEST YOU FORGET

We are originators of Steele's Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

E. J. Steele
Manager

Steele's Pansy Gardens

Portland, Oregon, U. S. A.

Wholesale Prices Net

1925 Crop

Mastodon Miracle Mixed—Our super mixture contains all the finest types of all our strains, latest novelties, and including ruffled flowers and many of our new sunburst pansies, smoky rims and henna shades, with fine long stems. Fine forcing. O. K. outside. Price: 1-16 oz., \$0.85; $\frac{1}{8}$ oz., 1.50; $\frac{1}{4}$ oz., \$2.75; $\frac{1}{2}$ oz., \$5.25; 1 oz., \$10.00; 2 oz., \$19.00; 4 oz., \$34.00.

Mastodon Masterpiece Mixed—A wonderful strain in size and quality. Hardy. Fine for cut flowers. Price: 1-16 oz., \$1.00; $\frac{1}{8}$ oz., \$1.75; $\frac{1}{4}$ oz., \$3.25; $\frac{1}{2}$ oz., \$6.25; 1 oz., \$12.00; 2 oz., \$22.00; 4 oz., \$40.00.

Golden Gate, 1925 Novelty—A monster Golden Yellow with dark center. Unequalled in size and beauty. Price same as Masterpiece Mixed.

Mlle. Irene—A shade never before known to pansies. A henna red. A grand flower with a long, strong stem. Price same as Masterpiece Mixed.

Steele's Mastodon Striata—Mostly dark and rose pink shades, mottled and beautifully striped in true sunburst fashion.

Improved Vulcano—A rich, velvety Burgundy red of immense size.

Steele's Improved Orchidea—Very fine. See page 3.

Steele's Improved Isabelle—A superb ruffled bronze and yellow.

The price of each of four varieties named above is: 1-16 oz., \$0.85; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.75; $\frac{1}{2}$ oz., \$5.25.

1-16 oz. $\frac{1}{8}$ oz. $\frac{1}{4}$ oz. $\frac{1}{2}$ oz. 1 oz. 3 oz. 4 oz.

Steele's Mastodon Greenhouse Special, mixed,
O. K. outside or inside; highly recommended. \$0.65 \$1.00 \$1.75 \$3.25 \$6.00 \$16.00 \$21.00

Steele's Mastodon Private Stock, mixed..... .65 .75 1.50 2.75 5.00 13.50 17.50

Steele's Panama Pacific—A large yellow; some with dark centers, some without.

Steele's Black Mastodon—Nearly all jet black.

Steele's Parisian Yellow—A pure yellow.

Steele's Mastodon Madame Steele—Elk's purple; immense blooms; a perfect self.

Steele's Bronze Mastodon—Very large. All the different shades from burnished brass to gold.

Steele's Prince Henry—A splendid dark blue.

Steele's White Mastodon (dark center)—The largest pansies we have ever seen.

Steele's Improved Beaconsfield—New. A fine bluish purple with a distinct lavender tinge on the upper part of the upper petals.

Steele's Grand Duke Michel (Improved Candidissima)—The largest all-white pansy.

Steele's Mastodon Adonis—Light blue, baby blue and lavender shades.

Steele's Madame Perrett—With edges of petals frilled—bordered white; colors, wine, pink and red.

The price of each of the eleven varieties named above is: 1-16 oz., \$0.65; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; $\frac{1}{2}$ oz., \$3.25; 1 oz., \$6.00.

Owing to variations in soil, climate, care and cultivation, we are not responsible for the crop.

The short time allowed us to pack and ship seed on the day order is received makes it impossible for us to fill orders for seed in packets smaller than sizes listed.